

# June



## National Health Observances



Office of Disease Prevention and Health Promotion  
U.S. Department of Health and Human Services

## June 2013 Toolkit – National Safety Month

### June is National Safety Month

Sponsor: The National Safety Council (<http://www.nsc.org/pages/home.aspx>)

Injuries are a leading cause of disability for people of all ages, and the leading cause of death for Americans ages 1 to 44. When people practice safe behaviors, they can help prevent injuries – and even death.

Make a difference: This month, spread the word about strategies for staying safe. Encourage communities, organizations, families, and individuals to get involved.

#### How can National Safety Month make a difference?

We can all use this month to raise awareness about important safety issues like:

- Slips and falls
- Workplace and employee safety
- Emergency preparedness

Together, we can share information about key steps people can take to protect themselves and their families.

#### How can I help spread the word?

We've made it easier for you to make a difference. This toolkit is full of ideas to help you take action today. For example:

- Add information about safety to your newsletter.
- Tweet about National Safety Month.
- Host a community event where families can learn about the many ways to stay safe.

### Get the Word Out

#### Sample Media and/or Newsletter or Listserv Announcement

*Cut and paste this text into your newsletter, listserv, or press release. Add local details and quotes from your organization.*

Is your family ready for an emergency? Planning ahead can help keep you safe if a flood, fire, flu pandemic, terrorist attack, or other emergency strikes. During National Safety Month, **[your organization]** is working with community members to make sure families are safe.

Get prepared. Start by gathering an emergency kit and making a family emergency plan. Find out about the emergency resources that are available in your community.

- **[Add details about your local activities.]**
- **[Include quote from your organization.]**

Plan ahead. Here are a few simple items you can gather today to prepare for an emergency:

- At least 3 gallons of water for each member of your family
- Food for at least 3 days – choose foods that don't need a refrigerator, like canned fruit, energy bars, peanut butter, and crackers
- Prescription medicines that you take every day, like heart or diabetes medicine
- A first aid kit to treat cuts, burns, and other injuries

For more information, visit **[insert your organization information]**.

## June 2013 Toolkit – National Safety Month

### Is your organization on Twitter? Send tweets.

Sample tweets:

- Write down the poison control number (1-800-222-1222) and keep it in a safe place.
- Health Tip: First aid can be fun. Sign up for a local first aid class with a family member or friend: <http://rdcrss.org/NfjFTC>
- First aid is part of planning for an emergency. Find out what you can do to keep your family safe: <http://1.usa.gov/WClqlo>
- Find out how you can protect your family from lead: <http://1.usa.gov/14zsYsE>
- Remodeling or repairing your house? Renovate right with lead-safe work practices. More info from @EPAgov: <http://1.usa.gov/qC48N>
- Take steps to protect your child from lead poisoning: <http://1.usa.gov/Xai3yB>
- More than 1 in 3 older adults will fall each year. Take steps to prevent falls: <http://1.usa.gov/Xln77u>
- About half of all falls happen at home. Use this prevention checklist to stay safe: <http://1.usa.gov/qCVfbm>
- All types of jobs – even desk jobs – can lead to injuries. Take steps to stay safe at work: <http://1.usa.gov/YAR6GC>

### Send E-cards

- healthfinder.gov: Summer Sun Safety  
(<http://www.healthfinder.gov/StayConnected/ecards/DisplayCard.aspx?CardID=21>)
- CDC: Safe Home (<http://t.cdc.gov/ecards/message.aspx?cardid=324>)
- CDC: Plan for Emergencies  
(<http://t.cdc.gov/ecards/message.aspx?cardid=56&category=158>)
- CDC: Stay Informed During Emergencies  
(<http://t.cdc.gov/ecards/message.aspx?cardid=58&category=158>)
- CDC: Older Adults  
(<http://t.cdc.gov/ecards/message.aspx?audience=53&cardid=174>)

## **June 2013 Toolkit – National Safety Month**



### **Post a Web Badge**

Add this free Web badge (<http://healthfinder.gov/NHO/nhoBadges.aspx#june2>) to your Web site, blog, or social networking profile to show your support for National Safety Month.

## June 2013 Toolkit – National Safety Month

### Get Involved

#### Home Safety Month: 5 Ways to Take Action

1. Partner with a local fire station to host an information session on what families can do to prepare for emergencies.
2. Encourage your employees to celebrate 100 years of safety by making a safety pledge (<https://www.nsc.org/forms/SafetyPledgeForm.aspx>). 
3. Sign up to receive free National Safety Month materials (<https://www.nsc.org/forms/NSMMaterialSignup.aspx>). 
4. Invite a nurse or someone from the public health department to speak about preventing slips, trips, and falls.
5. Host a speaker series at your local library with public health and safety experts to discuss safety in your community.

Adapted from the National Safety Council.

Contact the National Safety Council (<http://www.nsc.org/pages/contactus.aspx>)  at [info@nsg.org](mailto:info@nsg.org) for more information and materials.

### Share These Tools

#### Health Topics

- Learn First Aid (<http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/learn-first-aid>)
- Lower Your Risk of Falling (<http://healthfinder.gov/HealthTopics/Population/older-adults/safety/lower-your-risk-of-falling>)
- Prepare for an Emergency  
(<http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/prepare-for-an-emergency>)
- Prepare for Pandemic Flu  
(<http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/prepare-for-a-flu-pandemic>)
- Stay Safe at Work (<http://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/safety/stay-safe-at-work>)

#### Personal Health Tools

- Emergency Supply Checklist [PDF – 118 KB]  
([http://www.ready.gov/sites/default/files/documents/files/checklist\\_1.pdf](http://www.ready.gov/sites/default/files/documents/files/checklist_1.pdf))
- First Aid Checklist (<http://www.ready.gov/america/getakit/firstaidkit.html>)
- Home Fall Prevention Checklist [PDF – 7 MB]  
([http://www.cdc.gov/HomeandRecreationalSafety/pubs/English/booklet\\_Eng\\_desktop-a.pdf](http://www.cdc.gov/HomeandRecreationalSafety/pubs/English/booklet_Eng_desktop-a.pdf))
- How to Lift Safely [PDF – 67 KB]  
([http://www.lakecountyfl.gov/documents/employee\\_services/safety\\_program/Proper\\_Lifting\\_Techniques.pdf](http://www.lakecountyfl.gov/documents/employee_services/safety_program/Proper_Lifting_Techniques.pdf))
- Preventing Falls: Conversation starters  
(<http://healthfinder.gov/HealthTopics/Population/older-adults/safety/preventing-falls-conversation-starters>)

## June 2013 Toolkit – National Safety Month

### More Information (Related Resources)

- Emergency Preparedness  
(<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=1021>)
- Fall Prevention  
(<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=14428>)
- First Aid (<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=317>)
- Injury Prevention  
(<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=464>)



### Find More Information

- National Safety Council (<http://www.nsc.org/pages/home.aspx>)  National Safety Month Sponsor
- Emergency Preparedness and Response  
(<http://www.aoa.gov/AoARoot/Preparedness/index.aspx>) Department of Health and Human Services, Administration on Aging
- Get Out Safely: A Factsheet on Fire Escape Planning [PDF – 207 KB]  
(<http://www.usfa.fema.gov/downloads/pdf/fswy9.pdf>) Federal Emergency Management Agency
- Computers  
([http://www.ors.od.nih.gov/sr/dohs/HealthAndSafety/Ergonomics/atwork/Pages/ergo\\_computers.aspx](http://www.ors.od.nih.gov/sr/dohs/HealthAndSafety/Ergonomics/atwork/Pages/ergo_computers.aspx)) National Institutes of Health, Division of Occupational Health and Safety
- Falls – Older Adults  
(<http://www.cdc.gov/homeandrecreationalafety/falls/index.html>) Centers for Disease Control and Prevention
- Wellness in the Workplace  
(<http://www.cdc.gov/Features/WorkingWellness/index.html>) Centers for Disease Control and Prevention
- Workplace Safety and Health (<http://www.cdc.gov/features/workplacesafety.html>) Centers for Disease Control and Prevention

### Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

#### Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

#### Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure they are available to answer questions and follow up on media requests.

- Start by creating a local media list.

## June 2013 Toolkit – National Safety Month

- Use local access television, radio, newspaper, and community calendars to promote your event.
- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, the library, post office, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

### On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.

### Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.


Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic e-mail alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within

## June 2013 Toolkit – National Safety Month

certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer e-mail alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media coverage on your organization's Web site. No matter the size or success of your event, remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at [healthfinder.gov](http://healthfinder.gov). You can contact us at [info@nhic.org](mailto:info@nhic.org) or send us a tweet [@healthfinder](https://twitter.com/Healthfinder) (<http://twitter.com/Healthfinder>) .



Office of Disease Prevention and Health Promotion  
U.S. Department of Health and Human Services